

Joy O. McLeod
Sr. User Experience Specialist

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Baltimore, Maryland

Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD	Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD	Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD	Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD	Sorterbox	03/16 - 12/17
UX DESIGNER	Irohad International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST	TimbaObjects Technologies Ltd.	12/10 - 07/15
Web Experience/Customer Experience	Freelance Consultant	2006 - 2010

Skills

- REQUIREMENTS DEFINITION
- USE CASES
- PERSONA CREATION/JOURNEY MAPPING
- INFORMATION ARCHITECTURE
- USER RESEARCH/STRATEGY
- USABILITY PROTOCOLS/BLUEPRINT
- USER FLOWS
- A/B, CARD SORT
- USABILITY TESTING
- AFFINITY/USE CASE DIAGRAMS
- WIREFRaming/PROTOTYPING
- SKETCH/ILLUSTRATOR/AXURE/FIGMA
- BALSAMIQ
- ADOBE DREAMWEAVER/XD
- UX, UI DESIGN, SERVICE DESIGN
- WEB ACCESSIBILITY / 508 COMPLIANCE

FRONT END SKILLS SET



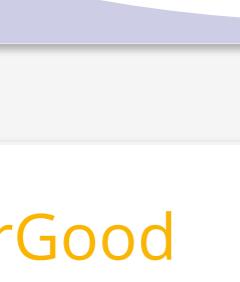
Education

BSc COMPUTING AND ITS PRACTICES	Open University, United Kingdom.	2010
Program Highlights: <ul style="list-style-type: none">→ Interaction design, User Experience, Web Accessibility→ Software engineering with objects→ Computing→ Developing concurrent distributed systems		

Proof of Concept for Start Dot Case Study Sample

StartDot

Role - UX Research, Strategy, Designer and UI Engineer.



Resource List Contact Us startdot.org

Welcome to Start Dot

Management and Productivity Resources

Overview

Start Dot is an organization's web based product aiming to produce a mini information architecture webpage for a specific organization that will serve as a centralized base linking to all of the organization's workplace productivity resources. These resources include but are not limited to; accessing documents remotely, productivity tools, communication and collaboration tools, e.t.c.

The Users

Interns, New Employees and Remote Employees

The Problem

- No central access location to identify resources
- Hard to access documents remotely
- Time consuming to track down resources
- Very frustrating to get up to speed on resources as a new employee
- Delay in productivity, learnability and slow progress as a new role

The Process

- Brainstorming, Focus groups, Survey, Metric Analysis, Content Inventory, Scenarios, User Stories, User Flow, Activity Diagram, Blueprint
- Information Architecture and Sitemaps
- Low to mid fidelity wireframes
- Visual Branding (Established Style Guides)
- High-fidelity Interactive Prototype

The Solution

- Allow both internal and external users to access the page without downloading any software
- Meta robot tags so that search engines do not index and do not follow the page links
- Ability to interface with the existing data warehouse application
- User friendly, simple to use, and does not require any training
- Feedback feature from user
- Aesthetically pleasing
- Compatible across browsers
- Responsive and mobile friendly
- Site Engine Optimization Analytics to capture and understand user's behavior

Prototype Sample

Role - UX & UI Designer.

PoC UI Sample

SuperGood

Role - Concept Design.

Welcome to SuperGood!

Your number one nutrient-dense superpowers packed smoothie, fuel your life with healthy, wholesome food.

Email Address

Sign up for mailing list

Loose Weight

Our smoothie is very healthy and promotes weightloss in an organic manner.

Add Muscle

Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

Stay Alert

Whenever you are on the go and need to stay alert, SuperGood has got you covered.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

Prototype Sample

MG Dashboard Sample

Role - UX Designer.

Tableau User Access Request

Role - UX Research, Strategist & Designer.

MG Analytical dashboard is a web app that showcases health centers performances by region, states and health centers across a country. The scope was to tell stories with received data via visualizations.

I used analytical dashboard design approach to capture the data requirements for story telling. By using pie charts, area charts, and bar graphs, to show performance distribution within specified date range. Bright colors like red and yellow is used to monitor data with low performances, and also grab attention for further investigation in under-performing regions, using drill down buttons for navigation.

User Access Request Case Study Sample

Jane Doe, Project Leader

Role - UX & UI Designer.

Tableau User Access Request

Role - UX Research, Strategist & Designer.

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The Users

Project Leaders and Site Admins

The Problem

No validation of form

Incorrect input of groups being requested. This is slightly alleviated with a new version of picklist. Picklist is manually updated by admins weekly. Also, requestor doesn't understand domain groups.

Incorrect input of pins or domains. This is slightly alleviated with a new version using pre-defined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.

Non-PINs requesting access for users or Pls requesting access for users to be added to group/projects that they are not PINs.

Redundant and unnecessary requests. Pls requesting users that already exist in Server. This can be alleviated with a new Tableau report and still cumbersome for multiple user request.

Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before user can be added to a group.

The Process

Derived by business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.

- Created personas and Scenarios of Use/Journey Maps

- Created wireframes and screen prototypes.

The Solution

Redundancy is eliminated

- Work flow became automated

- Quality and consistency of data is improved due to automatic lookup of access requests on the server

- Validation of data reduced time to fill out and complete process requests

- Target users had a central repository to view requests